Living in an apartment building, we have no choice other than cable if we want reception to other than the 4 or 5 basic network channels. My basic cable bill (I have no premium channels) has risen to \$53.82, but that includes many foreign language stations, sports stations, a few stations geared towards children, and shopping network channels, for example. I'm a single working woman who doesn't have children, who doesn't speak a foreign language, who doesn't care for sporting events (on T.V.), nor am I a shop-a-holic. I don't mind paying for cable but not for channels, many channels, that I will never watch! And a channel that I did enjoy watching, TCM (Turner Classic Movies), they just removed a couple of months ago. It's also not fair to all the Spanish-speaking people who live here to pay for so many channels that they'll never watch. A la carte channels is the only FAIR way to go. Thank you!